

Fig. 1

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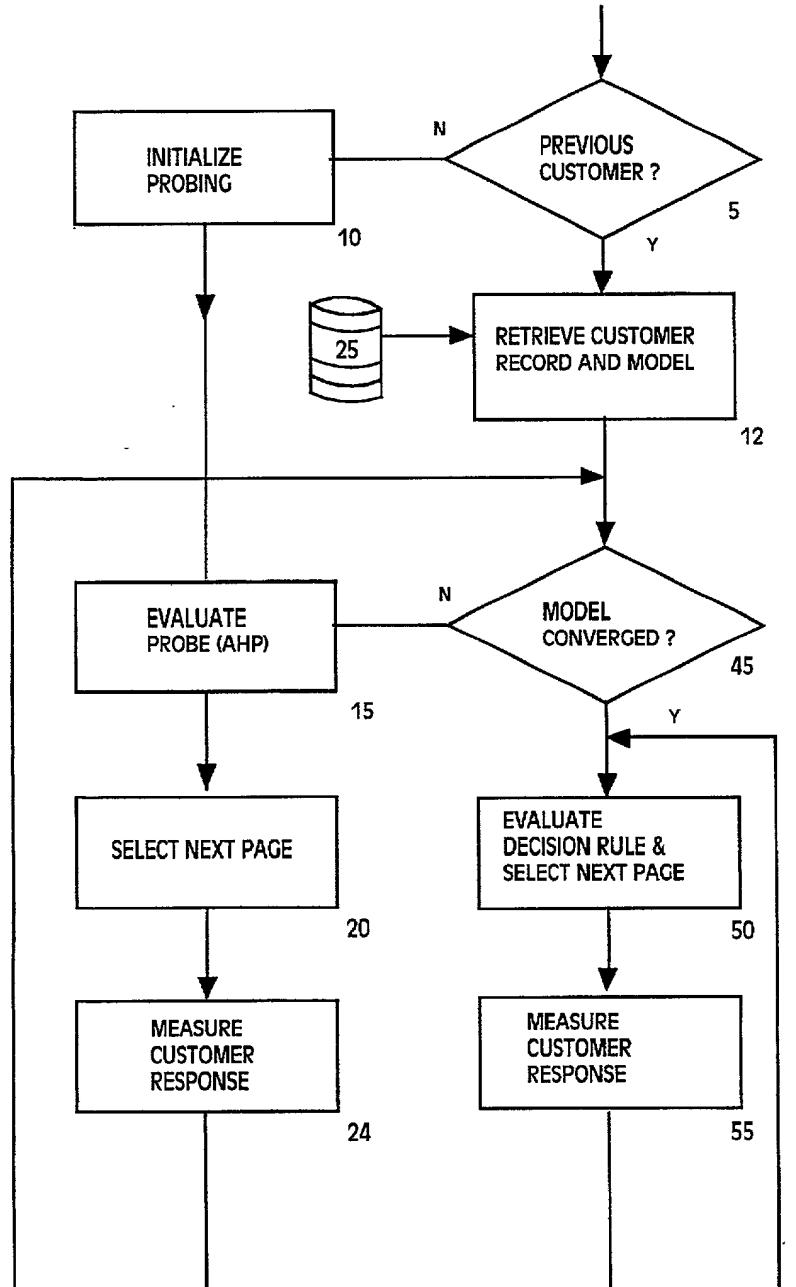


Fig. 2A

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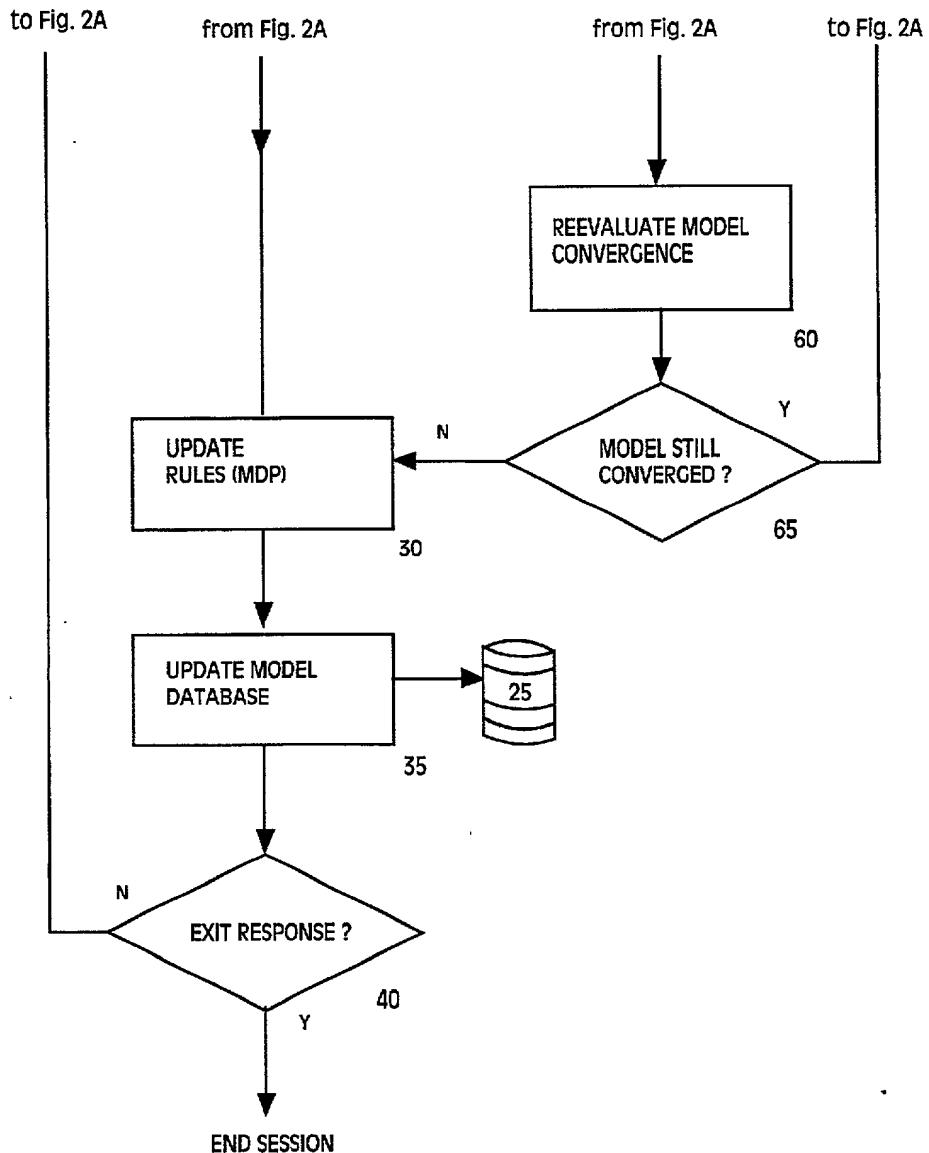


Fig. 2B

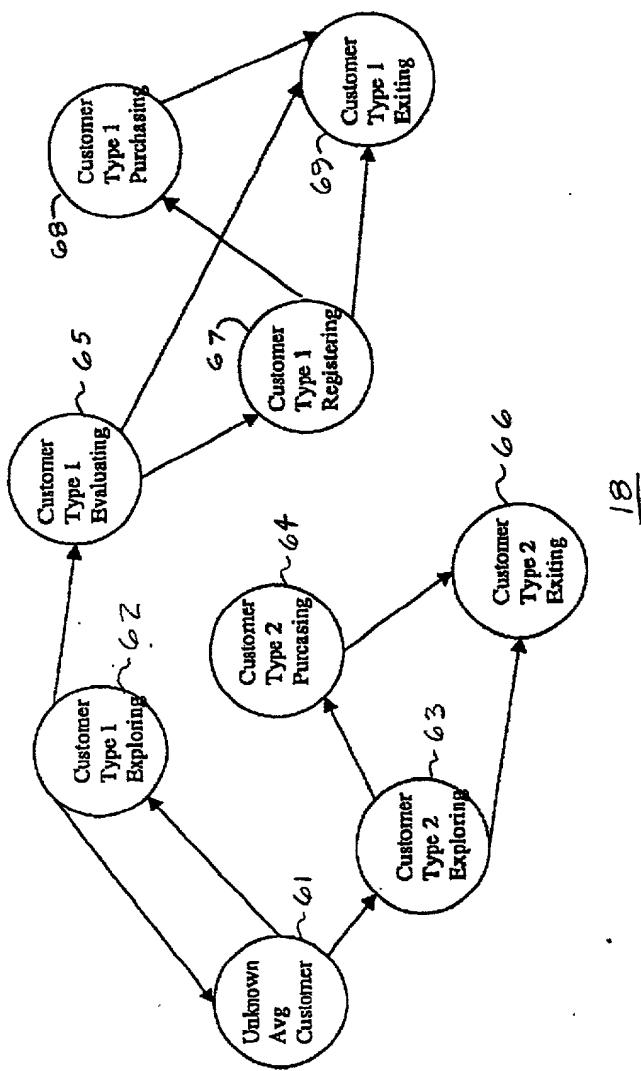


Fig. 3

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Welcome to Acme Appliance Retail Center

Please enter your name and zip code.

Last Name:

First Name:

Middle Initial:

Zip Code:

41 ~ Or, if you prefer to be anonymous, click here.

42 ~ If you have shopped with us before, click here.

42 ~ If you are a first time shopper, click here.

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Fig. 4

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Acme Appliance Retail Center

To help us serve you better,
please supply some or all of the following information:

Gender:

Marital Status:

Age:

Annual Household Income:

Number of Children in Household:

199 ~ To proceed, click here.

Fig. 5

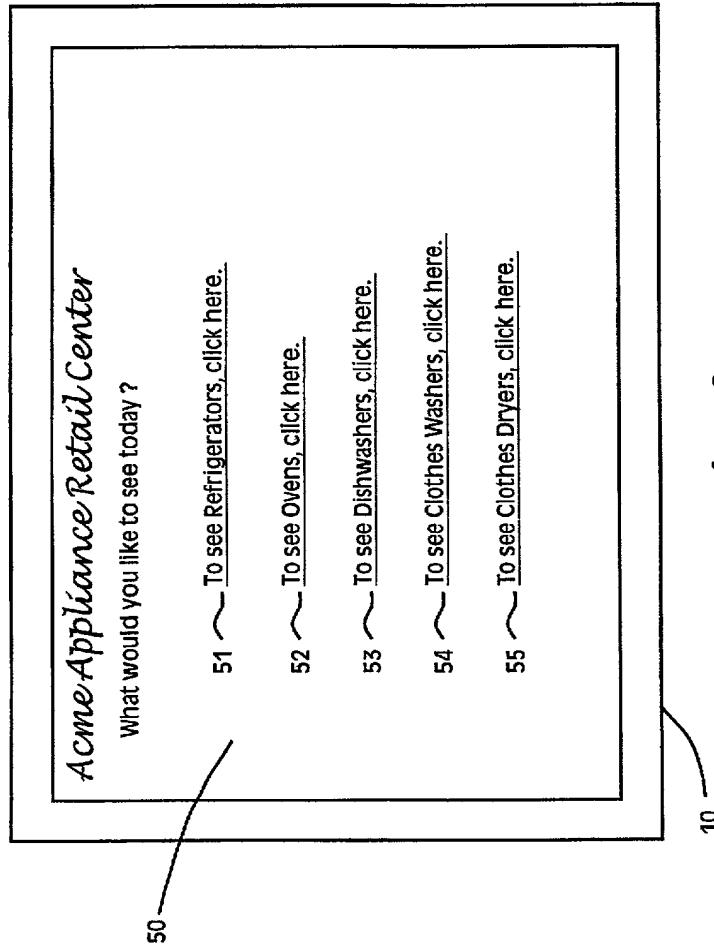


Fig. 6

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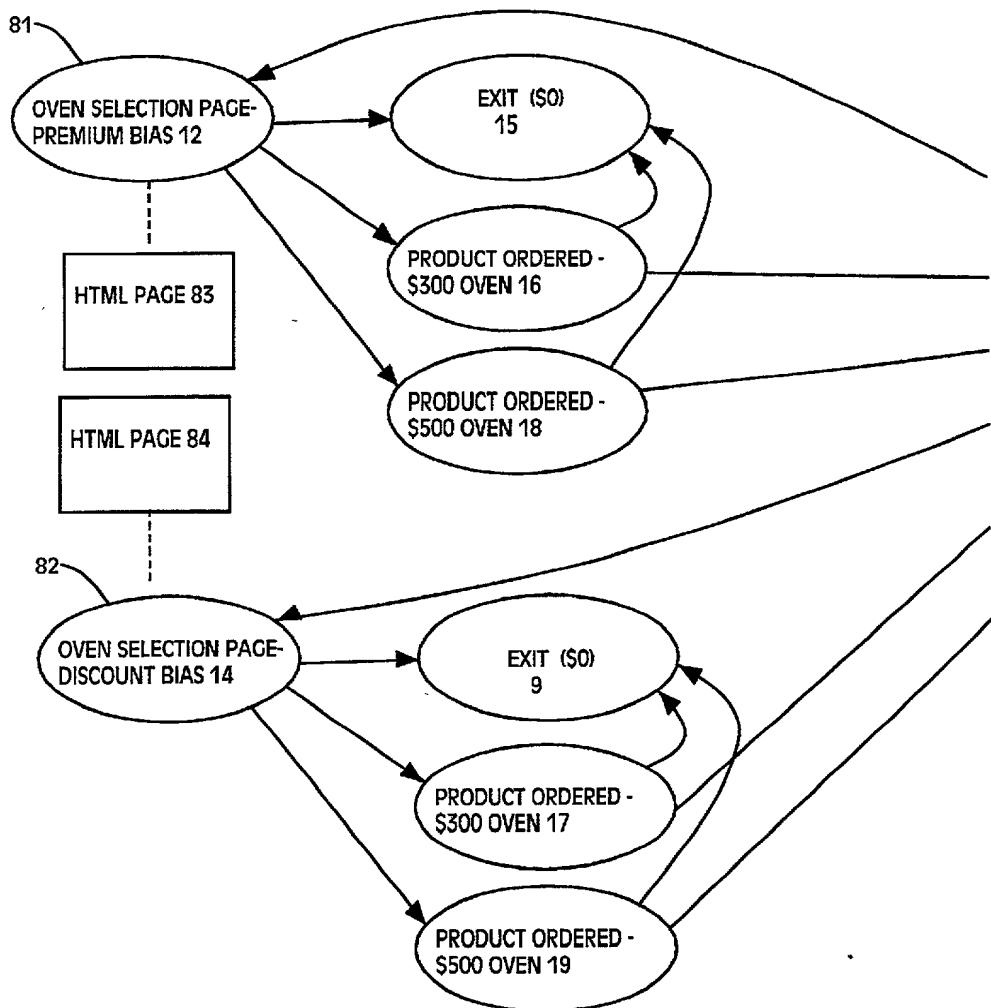


Fig. 7A

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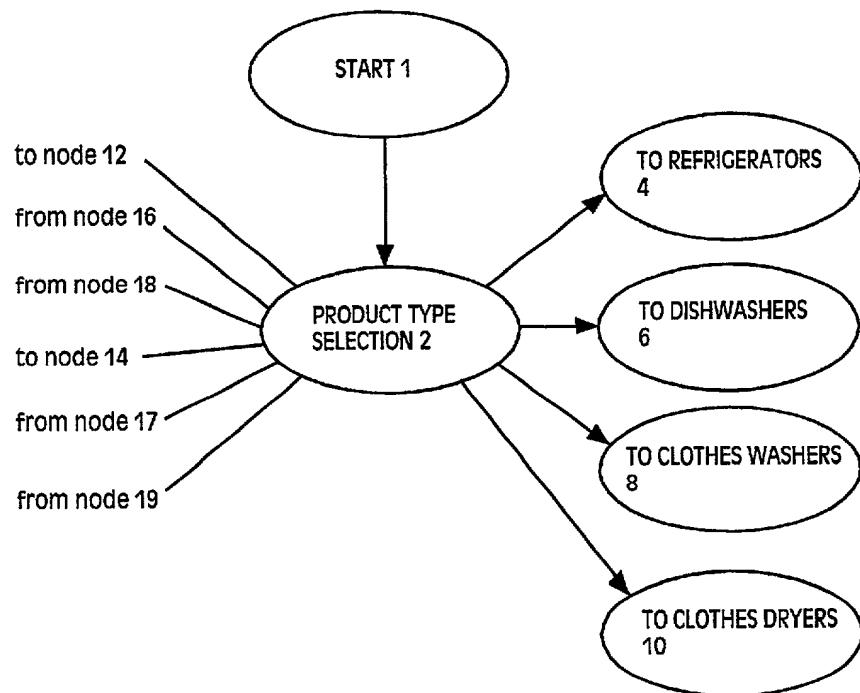


Fig. 7B

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Fig. 8

Figure 8: Example of RuleSet (Completed Model Fig. 2A, Right-hand Part)	
Rule Number (Fig. 1, 30) (Figure 5)	Present Customer Status (Estimated) (Figures 4-6)
R1	Welcome/Name/Zip (44)
R2	Welcome/Anonymous
...	...
R75	Customer Type 1 Exploring (62)
R76	Customer Type 2 Exploring (63)
...	...
	Next Screen Output (Figures 7A-7B)
	Cust. Type 1 Exploring (62) Welcome (Fig. 4) Unknown Avg Customer (61) Appliance Selection Page (Fig. 6)
	...
	Cust. Type 1 Exploring (62) Appliance Selection/Options (Fig. 6, 62) Appliance Selection/Options (Fig. 6, 52)
	...
	Cust. Type 1 Exploring (62) Open Selection, Premium Bars (Fig. 7A, 81) Open Selection, Discount Bars (Fig. 7A, 82)
	...
	Cust. Type 2 Exploring (63) Open Selection, Premium Bars (Fig. 7A, 81) Open Selection, Discount Bars (Fig. 7A, 82)
	...

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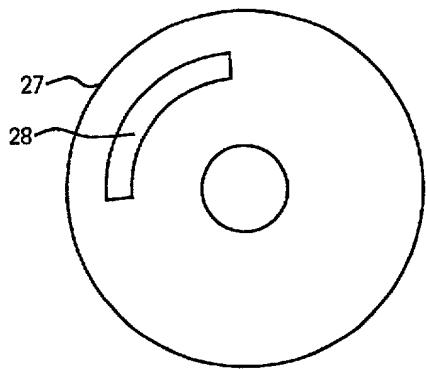


Fig. 9